

# Undercurrents



The Navy's MWR Newsletter



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**Director**

PERS-65

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## From the Director:

It hardly seems like it has been nine months since the dreadful

attack on the World Trade Center and the Pentagon. Nine months that have seen our resolve tested and elevated the patriotic mood of the country to new heights. Our service men and women have risen to the call and proven that they are a generation we can be proud of.

It has also been a period that has challenged us to get out of our normal mode of operation and stretch the envelope of services that we provide in MWR. Our people, as well, have risen to the call and done a superb job! We have provided more with less and, as recent numbers prove, are recovering from the initial financial shock of 9-11.

I don't know if we will ever return to "normal" but I do know that we have forever altered our perspective on the world and how we do business. Increased deployments and empty piers, coupled with greater demands to provide services to our families, has developed into creating "Special Programs for Special People." We are also partnering with different organizations and other QOL programs to provide enhanced services to our customers. And, 9-11 has brought forth support from American companies in the form of sponsorship, offers of gifts, and sneak previews for our troops that were not even discussed before 9-11.

Central to all of our successes is the local MWR staff and their day-to-day efforts to provide the best services possible to our people. Whether it is keeping the books or running the gym, it is each of you, in your own unique job, which has made all the great things happen so successfully. I applaud each of you and thank you for your efforts.

Division Director

**RIGHT SPIRIT PARTNERSHIP...**NAS Fallon recently sponsored a MWR special event that was linked with Navy Alcohol Abuse Prevention and Deglamorization Campaign (Right Spirit). The event was called "Right Spirit Dance." It was held on Tuesday, March 19 from 2000 to 2400 at the Sagebrush bowling center. The event was geared towards Carrier Air Group (CAG) 14 Sailors but was also opened to station personnel. The event was well attended with over 200 participants. MWR enhanced a traditional cosmic bowling program by adding a DJ, disco-lights, music, dancing, free food and refreshments (non-alcoholic), etc. The MWR staff went out of its way to make this an exceptional event including putting tablecloths and centerpieces on the tables, bringing in a portable dance floor and decorating the entire facility. In addition to cosmic bowling, recreation programmers lead activities, games and contests.

(Continued on next page)

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### ANNUAL YOUTH MEETING

was a huge success! Held in Dam Neck, VA from April 29 – May 2, the topics included NPC initiatives, summer camp scholarships, youth program marketing, regional camp initiatives, youth program issues and brainstorming, Jim Atkinson...AKA Mr. Happy, BGCA programs and issues, and much more. To find out more go to [www.mwr.navy.mil](http://www.mwr.navy.mil). And a big “thank you” to Debbie Wicks and the Mid-Atlantic Region for hosting this successful event. If you would like to host next year’s youth meeting at your base, contact PERS-659B31.

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*(Continued from previous page)* The event was well supported by CAG Sailors. CAG 14 CMC worked closely with MWR staff to organize and carry out the event. It was free to Sailors and funded with MWR Single Sailor money. Additional “Right Spirit” events will be carried out at various other MWR facilities in the future. Further information is available by calling the NSA Fallon Single Sailor Program Director at 775-426-2836.

**CDH INSURANCE UPDATES...**There were some “surprise” questions and answers at the recent CDH training in Atlanta concerning CDH insurance. The following information is provided:

1. Dog bites are not covered under CDH liability insurance. AT NO TIME SHALL DOGS BE WITH THE CHILDREN IN A CDH.
2. Even though the insurance certificate states “liability coverage is for up to 6 children in attendance at one time,” the insurance policy DOES cover School-Age Homes with up to 8 children in attendance at one time.
3. CDH Provider’s automobile liability insurance only covers children in vehicles for “INCIDENTAL USE,” not for routine transportation. The children are only covered if the CDH Providers insurance company provides proof of Comprehensive Liability and Medical coverage to the CDH office. Proof of insurance shall be kept in the provider’s file at the CDH office.

If you have additional questions or need clarification, please contact the three insurance carriers. Additionally, the question of whether or not CDH Staff is covered by their personal automobile insurance while performing duties such as home visits is currently under research. PERS-658 Policy Branch has taken the variety of answers we received from the field and are researching the legal ramifications. PERS-659 will inform CDH Directors of the outcome as soon as possible.

**MILITARY HOME ACCREDITATION (MHA)...**The Army is in the process of merging the MHA with the National Association for Family Child Care (NAFCC) Accreditation process, which should be accomplished by spring 2003. As soon as more information becomes available, we will notify all CDH Directors of the new process and how we will handle the cost, training of CDH staff, etc.

Meanwhile, we highly suggest that you encourage CDH Providers to complete the MHA process if they are eligible and can complete the process by January 2003, because we have already paid for the MHA. And those of you who are MHA Validators may still be called to complete observation visits at other military installations. Other providers can start the NAFCC process if there are scholarships available in your area (local community college, etc.) or they can wait until we issue further information. For information about NAFCC, go to [www.nafcc.org](http://www.nafcc.org) and then click on *Accreditation*. There is a cost for NAFCC Accreditation, so PERS-659 will be negotiating on how the Joint Services will pay for this.

Congratulations to the 32 MHA Accredited Providers, including 2 Star Providers! There are also 21 candidates awaiting a validation visit. San Diego CDH is still ahead! Keep up the great work! This is a winning initiative for providers, parents, and children!

**LIGHTS, CAMERA, BRANSON?**

Well that's what everyone thought after the Joint Services ITT conference that was recently held in Branson. Attendees spent the week familiarizing themselves with many of the 79 shows available in the city. They attended educational sessions and working group meetings, and were able to see some of the newest software and ticketing systems available in the market today, as well as hear about the success of the newest ITT program, selling cruises.

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**"MWR HAS THE BEST TICKET PRICES IN TOWN"...**This is one of those statements we all want our customers to say. In order to keep them saying these things, we need to ensure we really are the best deal in town. NPC recommends ticket mark-ups should not exceed 5% of the cost of the ticket. In the case where the ticket product is not at a substantial discount from the gate price, it may be just a service to provide those tickets for little or no surcharge. Remember that ITT was one of the top two programs in the 2000 Navy MWR Customer Survey, we want to keep it that way by offering the best prices for our customers!

**SECOND ANNUAL ITT SEMINAR AT SEA...**Are you ready to take on the high seas? NPC is centrally funding 25 ITT managers that are interested in getting into the cruise selling business. The training consists of 40 hours of classroom training offered from the Cruise line International Association. The training will be held on board a Disney Cruise ship with other Service ITT managers attending as well. Cruises are a great addition to your ITT operation and another substantial revenue source. Of the offices that started selling cruises after the last training, training costs were paid for within three months of selling!

**NEW AUTO SKILLS PROGRAM MANAGER...**PERS-659F1 has taken over duties as program manager for the Auto Skills Program. Please contact PERS-659F1 with any questions or suggestions to enhance our Auto Skills Program. PERS-659B31 will continue to be your HQ advocate for all YOUTH/SAC programs.



**ALA SHOW...**The 2002 American Logistics Association (ALA) MWR Expo will be held in Atlanta on August 7-8 (Navy MWR is meeting August 5-6). AFNAFPO staff will provide purchasing services to MWR and BQ attendees at the Expo, a great opportunity to take advantage of Expo discounts.

If you're interested in having AFNAFPO purchase recreation and food service supply and equipment items for you at the Expo, send AFNAFPO a funded purchase request before July 29, so they can enter the information into their computer. Mail your request to AFNAFPO, 9504 IH 35 North, Suite 370, San Antonio, TX 78233, or fax to 210-652-6309. You may also hand-carry it to them at the Expo. AFNAFPO's booth is # 656 and will be located by the central aisle at the end of the exhibition floor.

The purchase request does not need to specify any particular items that you plan to purchase. For item description, use "miscellaneous items not to exceed \$\_\_\_\_" and fill in the total dollar amount authorized by the purchase request. Be sure to include shipping and billing addresses, POC, phone number, and if you are overseas, include your shipping instructions.

If your activity submits a purchase request, AFNAFPO will prepare a folder containing instructions on how to work the Expo, a list of the firms offering Expo discounts, and quotation forms to be utilized during the Expo. Pick up your folder at Booth 656 on opening day. Call AFNAFPO at 800-722-3623, DSN 487-6931 with any questions.



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**NEW EMAIL BOX FOR EFT REQUESTS...**In an effort to better serve our customers, a new e-mail address ([EFT@persnet.navy.mil](mailto:EFT@persnet.navy.mil)) has been added to handle EFT blocks and reversals. Several Treasury Operations employees can access this box and will be able to process your requests. Please contact the above email address with any EFT reversal requests. Reversals are a best effort attempt to retrieve the funds and may be requested within five days of the original item posting. If you do not have a reversal request form, it can be found on our web site under both *Finance* and *Computer Services*.

**NAF BUDGETS...**The FY-03 NAF Budget packages have been mailed out. They are due back into NPC no later than July 16. Check with your Echelon Commands for additional guidance and information. There are only minor changes to this year's package from last year. All budget questions can be directed to PERS-652D.

**SPEAKING OF USA...**Many of you have participated in the APF/USA Workshop in which questions have arisen pertaining to specific purchases in MWR programs and the application of the USA Offset program to pay for these expenses with APF funding. An example of which is the procurement of sports or entertainment tickets for the Liberty Program. As this type of expense is not an authorized APF purchase, it would not be eligible for USA offset. Remember that the general "rule of thumb" is if something cannot be purchased through the APF system, USA offset is not authorized. The USA offset process utilizes the NAF procurement system to expedite the procurement of APF authorized purchases and must adhere to all APF guidelines and regulations. If you are interested in hosting or attending one of these workshops, please send a request via your appropriate chain of command.

**ACCOUNTING GUIDANCE FOR CENTRAL FUND OPERATING GRANTS...**Here's a quick blurb to provide accounting guidance for expenses incurred by a field activity that will later be reimbursed by PERS-652. The reimbursement from PERS-652 will post to your books as an operating grant (account XX-562-XX, Central Fund Operating Grants). The purpose of using this account is to post income to offset the expense incurred at the local level. Currently, some activities are billing PERS-652 and posting an entry to account 00-131-00, Accounts Receivable-General or 00-133-00, Accounts Receivable-Other. Please do not make an entry to the receivable account because the entry may cause revenue to be posted twice to your books. Please refer any questions to PERS-652G.

**NAVY MWR NAF INVESTMENT PROGRAM OUTER-FORMS OTHER SERVICES IN 2001...**The Navy NAF Investment Program yielded 6.26% for 2001, which was the highest yield among all DoD NAFs. PERS-65 invests field and central cash balances in safe, liquid instruments until the funds are needed to support MWR programs.



## BUSINESS ACTIVITIES BRANCH

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**MODULAR RETROFIT SMOKING ROOMS...**SECDEF approved a three-year phase-in period to bring Services' MWR facilities into compliance with Executive Order (EO) 13058 (9 Aug 97). The EO prohibits smoking in all government-owned, rented, or leased interior spaces (including MWR facilities) or smoking out-of-doors near air intake ducts.

On 7 December 2002, any MWR facility not in compliance with EO 13058 will permanently be designated a non-smoking facility. We are now near the 11<sup>th</sup> hour. If your command still intends to have a designated smoking area inside authorized MWR facilities, now is your last chance to get your request in. Authorized facilities include bowling center, bingo hall, golf course clubhouse, bar/lounge, and amusement and gaming areas.

To have equipment ordered, an "Installation Survey for Retrofit Smoking Room" and the "Smoke Room Order Form" must be received by NPC by August 30 or there will not be sufficient time to have your order processed and equipment installed. NPC will procure the retrofit smoking rooms and ventilation equipment centrally. However, installation will be the responsibility of local MWR activities. If you have any questions or require additional information, NPC POC is PERS-655C2 or contact Kris Long, Senior Project Manager, Butler Manufacturing Company at 816-968-3682 or [kalong@butltermfg.com](mailto:kalong@butltermfg.com).

**BRANDING MWR FOOD SERVICE...**Why Would I Want to Brand a MWR Food / Beverage Location? Consider these benefits: Name recognition by customers, which leads to increased sales = increased profits = more \$\$\$ for the local MWR activity. Another benefit is established training programs that are supported by the brand, plus other support such as marketing support, new product development, training support, product consistency and quality, customer service, and a stable image.

The brand has a vested interest in how well the operation performs since their name is on the location and it is a representation of their company. Typically, the brands have an operations staff that performs periodic on-site reviews to ensure that procedures, quality standards, customer service, marketing, and image are representing their company well.

Below is a list of brands that we currently have a working relationship with to develop and operate their concepts:

A&W	Charley's Steakery
Dunkin Donuts	Freshens Smoothie & Yogurt Company
KFC Express	Noble Roman's Pizza Express
Long John Silver's	Pizza Hut Express
Seattle's Best Coffee	

We also have a strong relationship with Orion Food Systems to operate their concepts, which include:

Asian Creations	Chix
Cinnamon Street Bakery	Eddie Pepper's Mexican
Hot Stuff Pizza	MacGregor's Market
Mean Gene's Burgers	Nap's Barbecue
Smash Hit Subs	



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**MUSIC TO LIVE BY...**Music is a major part of every Adult Beverage operation. Whether your operation provides a CD player for background music or you hire a DJ to bring your evening to life depends on what is better for you and your operation. There are many different firms that can provide music for your operation in distinct and different venues. Some provide a variety of programmed music through a satellite service while others provides the equipment and labor to setup your Club DJ booth as well as hire and monitor the DJ's.

**MARINA PRICING...**MWR activities are not authorized to give special pricing or privileges to individuals or groups not available to all other patrons. This includes private organizations such as sailing clubs receiving free or reduced slip fees for compensation of services rendered by the organization. Compensation must be defined and presented according to a service agreement/contract.

**GOLF LESSONS...**Several calls have been received lately concerning the status of golf professionals teaching off the clock. The questions generally concern the payment of the lesson and the liability insurance of the professional. NPC suggests 90% of the fees from lessons go to the golf professional and 10% to the golf course. The lessons must be conducted during non-duty hours. If the facility chooses, all lessons can be scheduled during duty hours; however, all revenue for lessons would then belong to the MWR fund. Under this scenario, the golf course could offer a bonus to the golf pro based on lesson income generated by golf pro. Regarding liability insurance for golf-pros who are teaching outside of normal duty hours, the PGA of America provides very comprehensive insurance for its members and apprentices. However, the Pros must be active members and dues must be paid in full. The PGA insurance does not cover workmen's comp.

**GOLF INITIATIVES...**There are two new initiatives in Navy Golf. NAS Jacksonville and Naval Base Ventura County are part of a nationwide test program called "Link Up 2 Golf." The PGA of America, the USGA, and the PGA Tour are funding the program, which is being rolled out in eight cities around the country to introduce new golfers to the game, and keep them playing. The PGA of American has provided the money for military golf courses so that it does not cost Sailors a penny to participate.

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A new marketing program from the National Golf Foundation is also being tested at NSA Mid-South. The program is very detailed and is used by many large management companies. If it works well in Millington, we may role it out Navy-wide.

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**BOWLING CENTER MANAGERS...**Over the past year, several bowling center managers have inquired as to the appropriate charge for different types of bowling games, shoes, pro-shop merchandise, etc. Although dated, the "Nonappropriated Fund Pricing Guide, October 1993" still provides a systematic framework for making pricing decisions. The guide covers everything from straight-line resale markup techniques to a more complex analysis of resale department pricing using the variable markup pricing method. Additionally, activity department pricing which uses a special application of break-even financial analysis is covered. For more information, please contact PERS-655C2.



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### HOSTILE FIRE PAY

5 USC 5949 is a new section added to the United States Code (USC) which allows hostile fire pay for federal civilian employees including nonappropriated fund employees who were at the Pentagon, World Trade Center, and those on-board the hijacked commercial aircraft on 11 September 2001. This new law provides \$150 for any month in which a civilian employee is subject to hostile fire pay. The implementation is retroactive to 11 September 2001. Actions to effect the hostile fire pay for current employees should be taken immediately.

Additionally, under circumstances defined by the Department of State Standardized Regulations (DSSR), danger pay allowance may be granted to civilians who accompany U.S. military forces. The amount of danger pay shall be the same flat rate amount granted to uniformed military personnel designated by the Secretary of Defense as eligible for imminent danger pay. The Secretary of State will define the area of application for civilian employees. Danger pay for civilians is taxable income.

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**AIMS SAP HR SYSTEM...**We now have approximately 5,000 active NAF employees on the system. The system is working well and some of the most frequently cited advantages include:

- There is a single point of entry of data. Data is now input in HR and it produces PARS and feeds ADP and Kronos.
- Checks and balances that were built in help insure types of positions and pay match, the time frames and type of employee requirements for benefits are complied with, etc.
- It is possible to process the general pay increases through one mass pay action.
- The timely and quick availability of employee data for reports.
- Field HR employees learn to input the data quickly. Most of our errors are the result of incompatibility between ADP Connection and ADP. ADP limits some of the SAP functionality and we are working on resolving some of them.

We have learned that there is a lot that can and should be done locally on a continuing basis to keep the data accurate in ADP and in the personnel folders for activities not on AIMS/SAP HR. A checklist has been placed on the MWR web page under "Personnel." We recommend you start looking at this checklist and follow it so that when we come to your base to implement the HR system, we will not be going through a massive data cleansing effort during the conversion.

Some of you may be going to the ADP payroll system in the near future, converting from Managistics. This data cleansing effort must be completed prior to converting to ADP Payroll.

**CHANGES IN RETIREMENT ELECTION OPPORTUNITIES...**Please be aware of changes made under public law 107-107, National Defense Authorization Act of FY02 which affect certain employees who have performed service within DoD or Coast Guard Nonappropriated Fund (NAF). These changes provide opportunities to certain civil service employees relative to electing NAF retirement coverage after moving from a NAF position to a retirement covered civil service position on or after 28 December 2001.

Basically, there are two changes with respect to NAF service:

- Section 1131 removes the 5 year vesting requirement and makes it easier for employees to continue in their respective retirement programs when moving between civil service and NAF retirement systems.
- Section 1132 permits employees in the Civil Service Retirement System (CSRS) and the Federal Employees Retirement System (FERS) to use prior NAF service (that is not otherwise creditable) to qualify for an immediate retirement. Credit for NAF service under this law will not result in higher CSRS or FERS annuity benefits.

Detailed guidance is available on our web site at [www.mwr.navy.mil](http://www.mwr.navy.mil), along with required processing forms.



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**MWR MANAGERS' COURSE EXECUTIVE OVERVIEW...**The MWR Managers' Desk Reference and week-long training Course are designed to provide MWR staff, from entry level to upper level, with the skills and information to run their operations or support offices more effectively. Due to time constraints and previous training, many senior managers are unlikely to attend the training. For those managers, an executive overview of the MWR Managers' Course can provide information and greater insight into the desk reference, the training, resource materials and learning outcomes of their staff who complete the course.

Though not a substitute for the training, the 4-hour overview facilitates a group-paced exploration of key features of the desk reference – all 11 duties, 79 tasks, and the job aids, forms and enclosures contained throughout. The overview also addresses each of the critical tasks trained in the MWR Managers' Course including:

- The core modules (policies/instructions, customer needs assessment, NAF/APF procurement and budgeting, financial analysis and customer service assessment); and
- The two elective tracks – Program Operations (fees/pricing, work schedules and activity/event planning) and Managing Staff (hiring effectively, improving staff performance and training staff).

An executive overview of the MWR Managers' Desk Reference and Course was recently conducted for the staff of Commander, Navy Region Southwest. Some of the comments from participants follow:

*"The overview was great! It gives me an opportunity to influence and determine which of my staff should attend, what the course requirements are and what I can expect from them. It puts everyone on the same page."* – Regional Food & Beverage Director

*"Outstanding improvement over prior courses. Good required course for all managers."* – Operations Manager

*"Absolutely, positively, the best! The overview allowed upper management to 'buy in' and comprehend what this excellent course has to offer."* – Personnel Manager

For information about scheduling an Executive Overview at your base or region, contact MWR Training Admin.

**THE STAR SERVICE WEB PAGE GETS A FACELIFT...**Be one of the first to see the brand new look of the Star Service web page. Check it out at [www.mwr.navy.mil/mwrprgms/starservice.html](http://www.mwr.navy.mil/mwrprgms/starservice.html) and save it to your favorites! We've changed the web page focus to be more informative and customer focused to ensure that the "big picture" of Star Service is available to everyone. The Star Service initiative goes way beyond just the training piece and this new web page will give you valuable information to assist in moving your MWR program beyond training toward service excellence. Please let us know if you have any comments or suggestions!



**CONGRATULATIONS  
AND THANKS**

The following MWR Stars were recently certified as Star Service: Achieving Extraordinary Customer Relations (AECR) facilitators or Leadership Skills for Managers (LSFM) field course managers:

**Star Service AECR Facilitators:**

Diana Booth, Yvonna Carter, Mindy Hayes, Ryan Kimball, Lisa Punsalan, Randee Sleigher, Martina Perez-Johnson, Belle Akins, Massino Impesi, Tonja Johnson, Dawn Smith, Ted Stevens, Kerry Sullivan, and Peter Vietti.

**LSFM Field Course Managers:**

Megan Ryan, Chris Warthen, Steve Miller, Cynthia Uehara and Tammy Olenski.

**NEW COURSE A SUCCESS...**The weeklong Leadership Skills For Managers (LSFM) training course, along with the Essential Management Competencies (EMC) Desk Reference, has replaced the old Management Skills Training Course (MASTR). The LSFM course has completed the initial roll out and the results have been outstanding according to the course participants. The course allows people to assess their current leadership skills, decide what they want to work on, and develop a plan for improvement. Feedback from participants has included comments like:

*"I wish I had taken this course when I first started out as a new manager. It made me aware of everything I need to do to be a successful leader."*

*"This was a good reminder of the things I should be doing and focusing on as a leader."*

*"This course gave me a great plan for delegating and empowering my staff."*

*"The interaction with other colleagues was invaluable. It allowed me to build better relations that will benefit my program as well as others."*

*"I liked all the group activities and interactions. They made it more real because I was able to actually practice the skills we learned in the course."*

If you want to start building better leaders in your program, sign up your key managers/supervisors and yourself when a course comes to your area. For information about scheduling an LSFM Course at your base or region, contact MWR Training Admin.

**NAVY MEETING AT ALA MWR EXPO...**Navy MWR recently announced a meeting in Atlanta on August 5-6. This is the biennial MWR senior leadership meeting held in conjunction with the American Logistics Association's MWR EXPO, August 7-8. The Navy meeting is designed for MWR senior leadership – MWR Directors/Deputies, Business Managers, Site Managers, Region, Claimancy and NPC MWR staffs and anyone else in the MWR hierarchy who could benefit from the presentations and panel discussions. Commanding Officers and Command Master Chiefs are always welcome, but no special sessions are included for them. The ALA MWR EXPO, in addition to some excellent speakers who will speak on a variety of management topics, includes vendors who seek to do business with Navy MWR. Most are on either AF-NAFPO or GSA contract and will display a wide variety of products including food and beverage, fitness, management information, and outdoor recreation products. This is an excellent purchasing opportunity or a good time to make contacts with vendors who have the MWR appropriate products. Attendance at the show does not require attendance at the Navy meeting – others who find the show of interest are encouraged to attend. Registration information for the Navy meeting can be found at [www.mwr.navy.mil/mwrprgms/trngann1.htm](http://www.mwr.navy.mil/mwrprgms/trngann1.htm). Registration information for ALA is at [ww2.expocard.com/shows/mwr021/](http://ww2.expocard.com/shows/mwr021/). For more information, contact the MWR Training Branch at 901-874-6717, DSN 882-6717.



## NAVY MOTION PICTURE SERVICE

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### **YOUR MOVIE PROGRAM IS A MARKETING VEHICLE — REV IT UP!**

Check Under the Hood:

Which NMPS movie program are you operating? Whether you've got a 35mm movie theater or the 8mm videotape program, motion picture entertainment is typically a big draw at Navy bases worldwide! Why not partner with other local MWR or QOL programs and facilities to capitalize on that captive audience "face-time" to get the word out about your program, facility and event offerings?

#### Start Your Engine:

Identify your target markets! Who comes to your shows and what other MWR services are those people likely to want or need? Get with your local MWR program and facility managers to talk about who they are trying to reach and, together, decide if there are any opportunities to partner on a promotional opportunity. If you know families are going to attend your scheduled showing of *Ice Age* (coming to 8mm videotape sites in June), what other family-related MWR programs or services information would those same families want or need to know about? If your local Liberty program has a big event planned and you're expecting a large turnout of adults and single Sailors at your 35mm movie showing of *Jason X* (in June), why not use that opportunity to spread the word?

Identify your marketing opportunities! What do your audiences do in your facility while they are waiting for the show to start? Do you have a concession stand where people stop to get a snack for the show? Is there an opportunity to interact with your audience as they are leaving your facility after the show? Perhaps other MWR program and facility managers would like to spend a little time at the theater/movie program location to help with pre and post-show marketing efforts for their events.

#### Rev It Up!

Now it's time for the fun stuff — brainstorm your marketing ideas! What can you show on your screen or monitor prior to the show that would tell about MWR programs? What ways can you and other MWR program and facility personnel interact with audience members before and after the show to get the word out about other MWR programs and services? If you've got a concession stand, what kind of point-of-sale opportunities are there for informing customers about MWR opportunities? How about partnering with other MWR facilities or departments for special promotions and/or movie-themed special events? Think fun! Think entertaining! Think about what your audience may want or need to know!

**A BIG NO NO...** If you've ever considered or been directed to download movie graphics from the Internet for use in MWR publicity materials, you should know that practice is against the law and violates the terms of use of studio and official movie web sites. It's a violation of copyright law and is punishable by criminal prosecution. Please take the time to read the terms of use of studio and official movie web sites next time you visit and know that downloading online movie graphics and promo material is a BIG no no! If you are in need of movie artwork for your MWR movie program print advertising, there are subscription services available. Please call NMPS for more information.

**REPORTS, REPORTS, AND MORE REPORTS...**Receiver's Reports are an excellent way for NMPS staff to assist you with ensuring that prints arrive at your 35mm theater on time for your audience's viewing pleasure. Please be sure to complete and return the Receiver's Report by close of business Thursday of each week. This allows us more time to address any print delivery issues that may arise.

As a reminder, sending in your 35mm theater monthly attendance reports is an NMPS program requirement. The information you provide allows us to analyze program performance. For example, Navy CONUS 35mm theaters had an increase of 50,000 in attendance from OCT 01 – APR 02 compared to OCT 00 – APR 01. In addition, these reports are a contractual requirement with the film companies. The Attendance Report is due to NMPS no later than the 15<sup>th</sup> of the month following the reporting month. So June's report is due no later than July 15.

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Send both the Receiver's Report and the Monthly Attendance Report to PERS-650G.

**MORE THAN MEETS THE EYE...**Is driving in traffic, finding a parking space, standing in line, and coughing up six of your hard-earned bucks for the privilege of watching a movie, your idea of a good time? If not, we have a suggestion. Take another look at the 8mm videotape movie program.

**QUALITY:** NMPS ships new titles, frequently before they are available in the retail market. That means the customer gets to see new movies shortly after commercial release.

**VARIETY:** If you like Sci-fi, Martial Arts, Comedy, Drama or Romance, MWR has it all. With over 650 titles from *Ali* to *Zoolander*, chances are it's available.

**SPECIAL EVENTS:** Many bases are using their movie libraries in unique and unusual ways. We encourage taking the program "out of the theater" and to the customer. Now that summer is here, ask about "outdoor" events, like a pool party or a drive in. Movie theme programs are a great way to spend a hot summer day or a *Lost Weekend*.

**SPECIAL OPPORTUNITIES:** Remember, this program has it all. Quality, variety, portability and low cost. We encourage you to use it in new and creative ways. Help us keep this program one of the most popular in MWR today. After all, where else can you enjoy a FREE movie in a relaxed atmosphere with a group of friends and not have to worry about how to get home?



## MISSION ESSENTIAL BRANCH

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### TWO NAVY TAEKWONDO ATHLETES...

finished second and third at the 2002 Army Invitational Taekwondo Championship and qualified to compete in the U.S. National Taekwondo Championship in Detroit, MI.

### THE 2002 WOMEN'S BASKETBALL TEAM...

recently competed in the Armed Forces Championships at Fort Indiantown Gap, PA. The team finished in third place with two players being selected as tournament MVP's.

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**NAVY SPORTS APPLICATIONS...**are currently being accepted for Men's and Women's Softball (June 12 deadline) and Men's and Women's Volleyball (July 3 deadline). Navy Sports is still accepting applications from qualified individuals interested in coaching an All-Navy team. Applications should be submitted two months before the respective sport begins.

**THE 2002 WOMEN'S SOCCER TEAM...**recently competed in the Armed Forces Championship at Fort Eustis, VA. The team finished in third place with four women making the all-star team that will compete in the CISM Championship in Borden, Canada.

**REMINDER ON UPCOMING NAVY FITNESS TRAINING CLASSES...**Cooper's Biomechanics of Resistance Training class is being offered at two different locations this summer. The class will be offered at Naval Station Everett, WA on June 18-20 and on July 9-11 at Naval Station Mayport, FL. The Cooper's Group Exercise Leadership Course is being offered August 13-15 at COMFLEACT, Yokosuka. Applications for these classes can be found at [www.mwr.navy.mil](http://www.mwr.navy.mil). Look under *Training*, then *Announcements* to find the appropriate class to sign up for. Limited spots are available for these classes so sign up early.

**FUN IN THE SUN...**Now that the long hot summer is upon us, it is time to get outside and enjoy those great activities that summer allows us to do. Here are some simple tips that will make your summer fun more enjoyable and keep you fit.

- Instead of driving everywhere either bike or walk to your destination. By adding short walks or bike rides daily will burn extra calories to promote weight loss over the course of a few weeks.
- Get involved in your base intramural leagues. These activities promote teamwork along with keeping you fit while enjoying the outdoors and sun of summer.
- Join a running club. These clubs promote running at various levels from the beginner to the intermediate. If your only excuse for not exercising is that you do not have a partner, then joining a club or team is an excellent way to motivate yourself.

Summer is also a good time to start a personal fitness program that will carry on throughout the rest of the year. Due to the nice warm weather you are more motivated to go out and exercise during the summer than in the winter when it is cold and most people like to stay indoors. Along with enjoying the weather, summer can be a very productive time for fitness and sports, so get out there and enjoy that sunshine.

**DIGITAL DAR...**A digitized Daily Activity Record (NAVCOMPT Form 2211) is now available in Microsoft EXCEL format. The form was designed with ease-of-use in mind and can accurately be described as electronic paper and pencil. All calculations are performed automatically and the form can be printed by a laser printer. To request the file, contact PERS-651G.



## **POLICY & MANAGEMENT ASSISTANCE BRANCH**

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**NEED HELP?..**There are times when a field activity requires assistance that cannot be properly provided via phone or e-mail. MWR's Policy and Management Assistance Branch provides a variety of on-site business office support services. Field assistance includes Financial Oversight Reviews, Interim MWR Director, Interim Financial Managers, MWR Program and Business Support Office Efficiency Reviews, and policy/procedural guidance to include Military and Civilian MWR programs and Navy Flying Clubs. Activities in need of such on-site assistance may send requests to the Head, Policy and Management Assistance Branch.

**MEMBERSHIP ON BOARDS OR OTHER MANAGEMENT POSITION OF A NON-FEDERAL ENTITY..**Recently, we were asked if an MWR employee is permitted to serve on the board of a Non-Federal Entity (NFE). The answer we provided was that MWR maintains relations with many Non-Federal Entities such as International Council of Air Shows (ICAS), National Parks and Recreation Association (NRPA), American Logistics Association (ALA), etc. Up until 1996, full membership and participation in these organizations was permitted and sometimes even encouraged because of the opportunity for education and growth that could be obtained through the affiliation, creating a win-win situation for the government and the employee.

Section 3-301 of the Joint Ethics Regulation (JER) permits DOD employees to become members of NFEs and permits participation in management of the NFE.

However, any management duties must be performed completely outside the scope of the employee's governmental duties while on the employee's personal time and at the individual's expense. For example, if a government employee wanted to be on the Board of an NFE, that individual would have to pay their own expenses to attend the meetings and conferences whenever performing duties for the NFE. This rule even applies if the government employee is at a conference or workshop in their official capacity. The Command may appoint an individual to serve as a liaison to an NFE as long as that liaison does not perform any management duties. Before being appointed to a liaison position, be sure the Ethic's Counselor has approved the appointment. Because of the legal complexity of this issue, government employees are to seek the advice of their Command's Ethics Counselor (Staff Judge Advocate or General Counsel).

**READER'S DIGEST DONATION...***Reader's Digest* has donated 70,000 copies of their monthly publication for our troops (Air Force, Army, Navy, and Marines). Each issue will be in its own clear polybag with an attached card. This program will run from April 2002 (May Issue) through March of 2003 (April Issue) and will consist of a minimum of 13 magazines.

Navy MWR has requested that 35,000 copies for our Sailors. Many of you should start receiving these magazines within the next month. If, for some reason, you do not receive these free, *Reader's Digest* magazines, please contact PERS-658L1.



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#### **MWR COMMUNICATIONS TEAM**

The startup of the PERS-65 communications team is proceeding ahead of schedule. The team members will ultimately provide internal, external, and field communications support to MWR activities and agencies. The most recent acquisitions to the team are Ruel Odom and Robin Miles.

Ruel will head up the field marketing section and also serve as the Special Projects Coordinator for the MWR Division. Robin is temporarily assisting us with promoting "Saluting Sailors and Their Families" and other initiatives. You will be hearing from both Ruel and Robin in the next few weeks. Consider them as excellent resources for your marketing and public affairs programs.

**A COMMUNICATIONS MANAGER'S MEETING...**is being planned for the National Recreation and Park Association (NRPA) Conference in Tampa, FL October 16-19. The Navy breakout meeting will be held at the Busch Gardens Holiday Inn. Stand by for more details, dates and an agenda soon.

**MWR PROGRAM PATRON ACCESS POLICY...**Do you have MWR facilities or programs that cannot accommodate all authorized patrons? And, have you had to prioritize access to these facilities? Remember that local MWR patronage priorities cannot restrict MWR access by members of one category or group while permitting access by members of a lower priority category or group.

For example, Armed Forces personnel are the top MWR patron category consisting of active duty members, members of the reserve components and cadets of Service Academies. You cannot restrict access to members of reserve components while permitting access by lower categories or groups (e.g., active duty retirees or DOD civilians). For more information, contact PERS-658C.

**BRUNSWICK NAVY FLYING CLUB (BNFC) RECEIVES REFURBISHED AIRCRAFT...**Congratulations to the NAS Brunswick Navy Flying Club on receipt of a refurbished Cessna 152 aircraft. It was an exciting event for the members of the Brunswick NFC, whom had been without an operating aircraft for about 10 months. The plane was purchased from the Atlanta NFC, which created a win-win situation for both NFCs.

**MARKETING SUPPORT WORKSHOP...**Twenty-nine participants, representing twenty-five commands (25% of Navy MWR), attended the 2002 Marketing Support Workshop from April 16-19 at NPC. Attendees came from as far away as Sigonella, Italy.

Topics covered during the four-day workshop included Branding, E-mail marketing, results of the 2000 MWR Customer Survey and the 2001 MWR Navy Leadership Survey, Saluting Sailors initiative, PERS-65 Trade Show, and more.

Group discussions during the workshop fostered the following taskings:

- Continue the initiative to create a MWR Communications Office within PERS-6 that can function as a clearinghouse for MWR promotional ideas and can deliver a clear message throughout the Navy about MWR programs and initiatives.
- Develop a plan to better facilitate communication between headquarters (PERS-65) program specific managers and MWR field marketing professionals.
- Involve MWR field marketing professionals and a major, national advertising agency in developing an MWR Corporate Identity Package, to include creating a standard MWR logo and universal selling proposition.
- Involve MWR field marketing professionals in the establishment of field marketing standards and metrics.

The workshop participants left energized and anxious to implement many of the new ideas that they had exchanged during their four days at NPC.

***CORRECTION TO ARTICLE IN LAST UNDERCURRENTS...***

Please disregard the Forward-Deployed Vehicle Storage article on page 12 of the March/April edition of *Undercurrents*. We are currently reviewing current policy and are considering a change to BUPERSINST 1710.11C that will provide clarification for MWR-provided storage of privately-owned vehicles for forward-deployed military personnel.

Current policy in Section 409b(4)(d) of BUPERSINST 1710.11C specifically identifies storage of privately-owned vehicles as a MWR Category B program. As amplification, when MWR provides services for storage of privately-owned vehicles of forward-deployed personnel (does not include recreational vehicles or equipment such as boats, RVs, campers, Jet Skis, etc.), these services are appropriately provided as a MWR Category B program (RAMCAS Activity 30). Storage of vehicles for forward-deployed personnel shall be free of charge during period of deployment. As a MWR Category B program, support for all operating costs are authorized from appropriated funds, directly or through use of the USA Practice.

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MWR may charge fees to cover costs for "additional services" offered by MWR for owners of vehicles who are forward-deployed, such as once-a-month start up service, preparation of vehicle upon return from deployment, etc.

***CLAIMS ARISING FROM THEFT...***Navy MWR has received a number of claims for incidents arising from theft. Per BUPERSINST 5890.1, "NAF money and securities are covered for theft, burglary, holdup, and robbery. Fidelity coverage is also provided to insure against losses caused by the dishonesty of MWR NAF employees."

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Before submitting such claims, please note that only after the activity has exhausted all the necessary steps in order to recover stolen funds and their servicing staff judge advocate indicates no further action can be taken to secure reimbursement, will such claims be considered for adjudication.

***CLAIMS FOR DAMAGES TO PLANT PROPERTY...***Per BUPERSINST 5890.1, "Any property, vehicles and special purpose equipment purchased with or funded from appropriated funds (APF) is not covered by the NPC Self-Insurance Program."

**POC:** PERS-658D1

In addition, built-in plant properties (equipment, furnishings, fixtures, and carpeting) which are physically attached to and become part of the building infrastructure are considered APF property. Even if these were originally purchased with nonappropriated fund as collateral equipment, they are considered APF property and not covered by the NPC Self-Insurance Program.

